

CLAIMS

1. An information provision method characterized by comprising the steps of:

sequentially storing associated information concerning an on-air program in storage means and accepting an acquisition request for the associated information from a broadcast receiver to receive a broadcast signal for the program;

reading the associated information stored in the storage means in accordance with timing of accepting the acquisition request and transmitting the associated information to the broadcast receiver; and

when the on-air program changes to a next program, updating the associated information which should be read from the storage means for transmission.

2. The information provision method according to claim 1, characterized in that

when the on-air program changes to a next program, the update step removes the associated information which was transmitted at the associated information transmission step until the program changes to the next program.

3. The information provision method according to claim 1, characterized in that

the update step changes the associated information transmitted until changeover to the next program to associated

information concerning the next program.

4. The information provision method according to claim 1, characterized in that

at the acquisition request acceptance step, a server to provide the associated information receives request information which requests the associated information and a service session ID equivalent to a session ID associated with the associated information provision server transmitted from the broadcast receiver;

the associated information provision server performs an authentication process based on the service session ID and, when an authentication error occurs, transmits information indicating the authentication error and service identification information for identifying the associated information provision server to the broadcast receiver;

an authentication server receives authentication ticket issuance request information which requests to issue an authentication ticket for access to the associated information provision server as well as an authentication session ID equivalent to a session ID associated with the authentication server from the broadcast receiver;

the authentication server authenticates the authentication session ID, when granting an authentication, issues an authentication ticket, and transmits the issued authentication ticket to the broadcast receiver;

the associated information provision server receives the authentication ticket transmitted from the broadcast receiver and transmits the received authentication ticket to the authentication server;

the authentication server, when authenticating the received authentication ticket to be valid, transmits information indicating authentication permission to the associated information provision server;

the associated information provision server receives the information indicating authentication permission, issues a service session ID as a session ID associated with the broadcast receiver, and transmits the issued service session ID to the broadcast receiver;

at the associated information transmission step, the associated information provision server receives request information to request the associated information as well as the service session ID from the broadcast receiver; and

the associated information provision server performs an authentication process using the service session ID and, when granting an authentication, transmits associated information corresponding to the request information to the broadcast receiver.

5. The information provision method according to claim 1, characterized in that

the associated information concerning a production which differs from the on-air program and is broadcast in the program is

sequentially stored in the storage means the moment that the production starts being broadcast; and

the update step updates the associated information transmitted at the associated information transmission step to associated information concerning the new production the moment that a next new production starts being broadcast.

6. The information provision method according to claim 5, characterized in that

when the on-air program changes to a next program, the update step removes the associated information concerning the production which was transmitted at the associated information transmission step until the program changes to the next program.

7. The information provision method according to claim 5, characterized in that the update step changes the associated information concerning the production transmitted until changeover to the next program to associated information concerning the new production.

8. An information provision apparatus characterized by comprising:

storage means for sequentially storing associated information concerning an on-air program;

acquisition request acceptance means for accepting an acquisition request for the associated information from a broadcast receiver to receive a broadcast signal for the program;

associated information transmission means for reading the

associated information stored in the storage means synchronously with timing to accept the acquisition request by the request acceptance means and transmitting the associated information to the broadcast receiver; and

update means for, when the on-air program changes to a next program, updating the associated information which should be read from the storage means for transmission.

9. The information provision apparatus according to claim 8, characterized in that: when the on-air program changes to a next program, the update means removes the associated information which was transmitted by the associated information transmission means until the program changes to the next program.

10. The information provision apparatus according to claim 8, characterized in that the update step changes the associated information transmitted until changeover to the next program to associated information concerning the next program.

11. The information provision apparatus according to claim 8, characterized in that

the storage means sequentially stores the associated information concerning a production which differs from the on-air program and is broadcast in the program the moment that the production starts being broadcast; and

the update means updates the associated information transmitted by the associated information transmission means to associated information concerning the new production the moment

that a next new production starts being broadcast.

12. The information provision apparatus according to claim 8, characterized in that: when the on-air program changes to a next program, the update means removes the associated information concerning the production which was transmitted by the associated information transmission means until the program changes to the next program.

13. An information provision program allowing an information processing apparatus to perform the steps of:

sequentially storing associated information concerning an on-air program in the storage means;

accepting an acquisition request for the associated information from a broadcast receiver to receive a broadcast signal for the program;

reading the associated information stored in the storage means synchronously with timing to accept the acquisition request and transmitting the associated information to the broadcast receiver; and

when the on-air program changes to a next program, updating the associated information which should be read from the storage means for transmission.

14. The information provision program according to claim 13, characterized in that when the on-air program changes to a next program, the update step removes the associated information which was transmitted at the associated information transmission step

until the program changes to the next program.

15. The information provision program according to claim 13, characterized in that the update step changes the associated information transmitted until changeover to the next program to associated information concerning the next program.

16. The information provision program according to claim 13, characterized in that

the storage step sequentially stores the associated information concerning a production which differs from the on-air program and is broadcast in the program the moment that the production starts being broadcast; and

the update step updates the associated information transmitted at the associated information transmission step to associated information concerning the new production the moment that a next new production starts being broadcast.

17. The information provision program according to claim 13, characterized in that when the on-air program changes to a next program, the update step removes the associated information concerning the production which was transmitted at the associated information transmission step until the program changes to the next program.